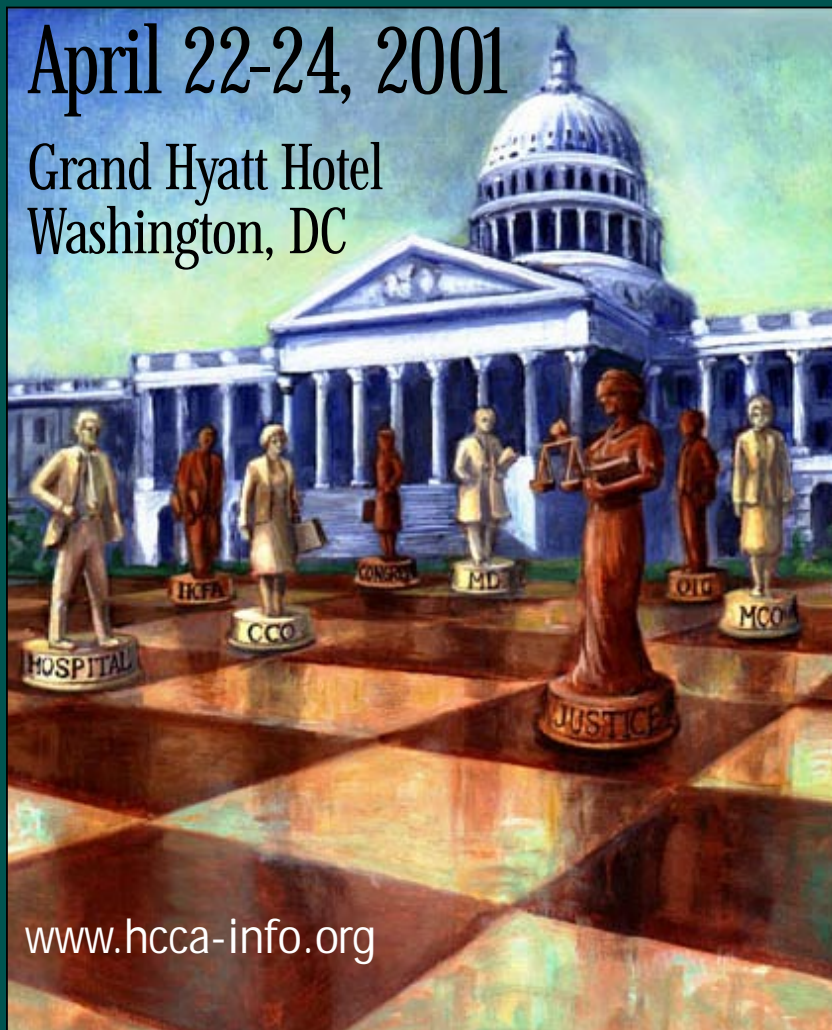


# The 4<sup>th</sup> ANNUAL NATIONAL CONGRESS ON HEALTH CARE COMPLIANCE

April 22-24, 2001

Grand Hyatt Hotel  
Washington, DC



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Medical Education Collaborative  
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## Featured Speakers Include

The Honorable Thomas Thompson (Invited),  
Secretary of Health and Human Services  
Lewis Morris, Esq., Asst. Inspector General for Legal  
Affairs, Office of Inspector General, Washington, DC  
Joseph Ways, Chief, Health Care Fraud Unit,  
Federal Bureau of Investigation  
James Sheehan, Esq., Assistant U.S. Attorney, and Chief, Civil  
Division, Eastern District of Pennsylvania, Philadelphia, PA  
Judge Diane Murphy, Chair, Federal Sentencing Commission  
Richard Feinstein, Esq., Assistant Director, Bureau of  
Competition Healthcare Division, Federal Trade Commission  
Paul Berger, Esq., Assistant Director, Enforcement Division,  
Securities and Exchange Commission  
Marvin Friedlander, Esq., Chief Technical Branch 1, Exempt  
Organizations Division, Internal Revenue Service  
Janet Corrigan, Director, Institute of Medicine, Washington, DC  
Andy Penn, Office of Inspector General  
David Hoffman, Asst. US Attorney, United States Attorneys  
Office, Eastern District of Pennsylvania, Philadelphia, PA  
Professor Malcolm K. Sparrow, Ph.D., Lecturer in Public Policy, John  
F. Kennedy School of Government, Harvard University, Cambridge, MA  
JoAnne E. Sensheimer, Coordinating Stark II Regulations,  
Health Care Financing Administration  
William J. Mahon, Executive Director, National Healthcare  
Anti-Fraud Association, Washington, DC  
Donna Eden, Esq. (Invited) Senior Attorney, Office of the  
General Counsel, Department of Health and Human Services,  
Baltimore, MD

## Special Preconference Event— April 22, 2001: Technology Tools for Compliance Programs

Take advantage of this opportunity to acquire a wealth of information about technology based products for compliance programs. The technology sessions will feature more than 20 companies with tools you can use to support your compliance program.

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# FOURTH ANNUAL NATIONAL CONGRESS ON

**T**he Fourth Annual National Congress on Health Care Compliance continues the national dialogue on the ongoing governmental and private sector enforcement initiatives sweeping health care finance and delivery.

The nation's leading health care regulators and prosecutors from the Department of Health and Human Services, the Federal Bureau of Investigation, the Health Care Financing Administration, the Federal Trade Commission, the Securities and Exchange Commission, various United States Attorneys General's Offices and the Department of Justice will describe in detail current and future health care enforcement initiatives. Leading compliance professionals, including attorneys, consultants and compliance officers, will articulate responsive strategies and share benchmarks for best practices compliance programs.

Over the past year, the pace of health care enforcement initiatives and responsive compliance efforts has continued to increase. A number of prominent qui tam cases have been unsealed. Numerous large health care enterprises, both investor-owned and nonprofit, have entered into substantial monetary settlements and executed corporate integrity agreements. The Fourth Annual Congress will report on all the important governmental and private sector cooperative and confrontational issues.

During the new millennium, the issues facing the health care industry will be more challenging than ever. The ability to forecast industry changes is difficult. The Third Annual National Congress on Health Care Compliance is being planned to help you forecast, change and understand the answer to the question, "What is the future of the health care industry?"

The Congress will bring together governmental and industry experts to collectively tackle the issues that face the health care industry, and to help arm yourself and your organization to meet these challenges. You will find these answers through peer discussion, informative symposia, and the best compliance networking environment.

## *Who Should Attend the Congress*

- Health Care senior executives and leaders, including CEOs and CFOs in hospitals, medical groups and IPAs, ancillary providers, long-term care organizations and health plans
- Members of the board of trustees of Health Care enterprises
- Health Care compliance officers
- Health Care risk managers
- Health Care finance, patient accounts, coding and billing specialists
- Physicians, Pharmacists, RNs and other health professionals
- Health Care consultants and attorneys
- Health Care regulators
- Health Care journalists, researchers and policy makers

## *Goals and Objectives*

- To Provide an Overview of the Various Federal and State Laws and Regulations Applicable to Health Care Finance and Delivery in the United States
- To Analyze the Bench Mark Approaches to Compliance Strategies in Health Care
- To Investigate the Preeminent Technology and IS Solution for Health Care Compliance
- To Identify Strategies for Cooperation and Coordination among Compliance Officers, Ethics Officers, Privacy Officers, Security Officers and Legal Counsel
- To Share through Case Studies the Experiences of Successful Health Care Compliance Programs

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# HEALTH CARE COMPLIANCE

## Agenda

*Sunday, April 22, 2001*

1:00 p.m. - 5:00 p.m. PRECONFERENCE SYMPOSIA (With an Afternoon Break from 2:45 - 3:15 PM)  
(Choose one session)

### I. Technology Tools for Compliance Programs

This exciting pre-conference program will bring together vendors of technology tools for compliance programs and compliance professionals.

Below is a list of some of companies that presented at the 2000 Congress:

Compliance Concepts	Health Management Advisors
Deloitte & Touche	Healthworks Alliance
Ernst & Young	National Hotline Services
MC Strategies	PricewaterhouseCoopers
MedSafe Inc.	QuadraMed
Meditract	Strategic Management System
Health Care Compliance Strategies, Inc.	3M Health Information Systems

### II. Compliance 202

Brent Saunders, JD, MBA, *Director, PricewaterhouseCoopers, and Past President, HCCA, Washington, DC*

Sheryl Vacca, *Director, West Coast Compliance Practice, Deloitte & Touche, Sacramento, CA*

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## *Monday, April 23, 2001*

8:00 a.m.	Welcome and Introduction Greg Warner, <i>Director for Compliance, Mayo Foundation and President, Health Care Compliance Association, Rochester, MN</i>	10:30 a.m.	BREAK
8:15 a.m.	Overview of the Administration's Positions on Health Care Compliance The Honorable Thomas Thompson ( <i>Invited</i> ), <i>Secretary of Health and Human Services, Washington, DC</i>	11:00 a.m.	CONCURRENT SESSIONS 1
8:30 a.m.	Office of Inspector General Enforcement Initiatives Lewis Morris, Esq., <i>Asst. Inspector General for Legal Affairs, Office of Inspector General, Washington, DC</i>	101 Compliance Effectiveness: Benchmarking Effectiveness Marti Arvin, JD, <i>Compliance Officer, Indiana University School of Medicine, Indianapolis, IN</i> Antoinette Frink, <i>Corporate Responsibility Officer, St. John Health System, Detroit, MI</i>	102 CIA/Qui Tam: Life, The Universe & Everything Jan Symchych, <i>Dorsey &amp; Whitley, Minneapolis, MN</i> Ted Acosta, <i>Ernst &amp; Young, Washington, DC</i>
9:00 a.m.	Health Care Fraud Investigations Update Joseph Ways, <i>Chief, Health Care Fraud Unit, Federal Bureau of Investigation, Washington, DC</i>	103 Quality of Care Compliance: Physician Issues Rory Jaffe, MD, MBA, <i>CCO, UC Davis Health System, Assoc. Medical Director Professional Billing Compliance, UC Davis Medical Group, Assoc. Professor, Anesthesiology and Pain Medicine, UC Davis School of Medicine, UC Davis Health System, Sacramento, CA</i>	104 HIPAA Compliance: Complying with the HIPAA Privacy Regulation Alan Goldberg, Esq., <i>Partner, Goulsron &amp; Storrs, Boston, MA</i>
9:30 a.m.	Health Care Enforcement Update James Sheehan, Esq., <i>Assistant U.S. Attorney, and Chief, Civil Division, Eastern District of Pennsylvania, Philadelphia, PA</i>	105 Other Regulations: Provider-Based Regulations James Dechene, <i>Sidley &amp; Austin, Chicago, IL</i> Diane Lee, Esq., <i>Davis Wright Tremaine, San Francisco, CA</i>	
10:00 a.m.	Questions and Comments		

# FOURTH ANNUAL NATIONAL CONGRESS ON

106 Hot Issues in the Industry: Hot Issues in the Nursing Home Industry

Chauncey J. Hunker, PhD, *Vice President, Continuous Quality Improvement, Sundance Rehabilitation Corporation, Madison, WI*

107 Miscellaneous: Enforcement Trends and Their Implication on Compliance Research

Eileen Boyd, *Managing Director, Forensic & Litigation Services, KPMG, Washington, DC*

## NOON LUNCHEON AND PRESENTATIONS

12:30 p.m. Compliance With the Federal Sentencing Guidelines

Judge Diane Murphy, *Chair, Federal Sentencing Commission, Washington, DC*

1:00 p.m. Antitrust Compliance Update

Richard Feinstein, Esq., *Assistant Director, Bureau of Competition Healthcare Division, Federal Trade Commission, Washington, DC*

1:30 p.m. The Role of the Compliance Officer in Enhancing Health Care Quality and Reducing Medical Errors

Janet Corrigan, *Director, Institute of Medicine, Washington, DC*

Andy Penn, Esq., *Office of Inspector General, Department of Health & Human Services, Washington, DC*

David Hoffman, Esq., *Asst. U.S. Attorney, United States Attorneys Office, Eastern District of Pennsylvania, Philadelphia, PA*

2:30 p.m. TRANSITION BREAK

2:45 p.m. CONCURRENT SESSIONS 2

201 Compliance Effectiveness: Evaluating the Effectiveness of Your Compliance Program

David Orbach, *Allina Health System, Minneapolis, MN*

Bill Altman, JD, MA, *Vice President of Compliance, Vencor, Inc., Louisville, KY*

202 Corporate Integrity Agreements/Qui Tam: CIA Case Study

Chris Ideker, *Ernst & Young, Atlanta, GA*  
Howard Young, *Office of the Inspector General, U.S. Department of Health and Human Services, Washington, DC*

Todd Kerr, *CCO, Life Point Hospital, Nashville, TN*

203 Quality of Care in Compliance: Quality of Care in Nursing Homes

Jody Noon, *Deloitte & Touche, Portland, OR*

204 HIPAA Compliance: Complying With the HIPAA Security Regulation

Richard Marks, Esq., *Partner, Davis Wright Tremaine, Washington, DC*

205 Other Regulations: EMTALA: What Compliance Officers Need to Know

Mary Lou King, Esq., *Partner, McDermott Will & Emery, Washington, DC*

Hemi Pewarson, Esq., *Associate, McDermott, Will & Emery, Washington, DC*

206 Hot Issues in the Industry: Hot Issues in Managed Care

Steve Tucker, *Director of Regulatory Affairs, PacifiCare, Santa Ana, CA*

207 Miscellaneous: Operational Issues in Compliance

Al Josephs, *Director of Corporate Compliance, Hillcrest Health System, Waco, TX*

Kristen Jenkins, *District Compliance Officer, JPS Health Network, Fort Worth, TX*

3:45 p.m. TRANSITION BREAK

4:00 p.m. CONCURRENT SESSIONS 3

301 Compliance Effectiveness: Effectiveness in Managed Care

Vickie McCormick, JD, *Corporate Integrity Officer, United Health Group, Minnetonka, MN*

Mamie Segall, Esq., *Vice President, Medica Health Plans, Minneapolis, MN*

302 Corporate Integrity Agreements/Qui Tam: CIA Case Study

Joe Spinelli, *Principal, KPMG, New York, NY*

303 Quality of Care in Compliance: Quality of Care Issues in a Group Practice

Sarah Grim, *CEO, Missouri Patient Care Review Foundation, Jefferson City, MO*

S. Gordon Jones, Jr., MD, *Missouri Patient Care Review Foundation, Jefferson City, MO*

James R. Green, MD, JD, *Missouri Patient Care Review Foundation, Jefferson City, MO*

304 HIPAA Compliance: Coordination Among Compliance Officers, Ethics Officers, Privacy Officers, Security Officers and Legal Counsel

John Myri, *Privacy Officer, Memorial Hospital*

Cindy Nickles, *Director, Health Information Management Services, HCA, Nashville, TN*

Alan Yuspeh, JD, *Senior Vice President, Ethics, Compliance and Corporate Responsibility, HCA, Nashville, TN*

305 Other Regulations: E & M Regulation Changes: Are You Ready?

Vickie Balistreri, CPC, *Senior Consultant, Barid, Kurtz & Dobson, Kansas City, MO*

L. Stephan Vincze, JD, LLM, *President & CEO, Vincze & Frazer, LLC & Vincze Compliance International, LLC, Montgomery, AL*

306 Hot Issues in the Industry: Hot Issues in Home Health and the Medical Device Industry

Jim Pyles, Esq., *Partner, Powers Pyles Sutter & Verville, Washington, DC*

Jack Pivar, Esq., *Vice President of Compliance & Government Relations for Asst. Technology Group, Inc., Naperville, IL*

# HEALTH CARE COMPLIANCE

307 Miscellaneous: Clinical Research Compliance in the New Millennium

E Lisa Murtha, JD, *Chief Audit & Compliance Officer, Children's Hospital of Philadelphia, Philadelphia, PA*

John Steiner, Esq., *Director of Corporate Compliance, Cleveland Clinic Foundation, Cleveland, OH*

5:00 p.m. TRANSITION BREAK

5:15 p.m. Perspectives on Health Care Fraud

Professor Malcolm K. Sparrow, PhD, *Lecturer in Public Policy, John F. Kennedy School of Government, Harvard University, Cambridge, MA*

6:15 p.m. NETWORKING RECEPTION

**Tuesday, April 24, 2001**

8:00 a.m. Regulatory Update for Health Care Public Companies

Paul Berger, Esq., *Assistant Director, Enforcement Division, Securities and Exchange Commission, Washington, DC*

8:30 a.m. Regulatory Update for Health Care Tax Exempt Organizations

Marvin Friedlander, Esq. *Chief Technical Branch 1, Exempt Organizations Division, Internal Revenue Service, Washington, DC*

9:00 a.m. Stark II Regulation Compliance

JoAnne E. Sensheimer, *Coordinating Stark II Regulations, Health Care Financing Administration, Baltimore, MD*

9:30 a.m. Private Sector Anti-fraud Initiatives

William J. Mahon, *Executive Director, National Healthcare Anti-Fraud Association, Washington, DC*

10:00 a.m. Healthcare Privacy, Data Security and HIPAA Compliance

Donna Eden, Esq. *(Invited) Senior Attorney, Office of the General Counsel, Department of Health and Human Services, Baltimore, MD*

10:30 a.m. TRANSITION BREAK

11:00 a.m. CONCURRENT SESSIONS 4

401 Compliance Effectiveness:

Lori Pelliccioni, JD, MPH, *Director, PricewaterhouseCoopers, Los Angeles, CA*

Michael C. Hemsley, VP, *Corporate Compliance & Legal Services, Catholic Health East, Newtown Square, PA*

402 Corporate Integrity Agreements/Qui Tam: Story of a Whistleblower

Mark Allen Kleiman, Esq., *Law Offices of Mark Allen Kleiman, Los Angeles, CA*

Stefanie Fletcher, *Marina Del Rey, CA*

403 Quality of Care in Compliance: Quality of Care Compliance in Managed Care

Vickie McCormick, *Corporate Integrity Officer, United Health Group, Minnetonka, MN*

404 HIPAA Compliance: Strategies and Case Studies in Obtaining Financial Benefits from HIPAA Compliance  
Edward D. Jones III, *President & CEO, HIPAA Corporation & Chair-Elect, WEDI, John Island, SC*

405 Other Regulations: APCs

Sheryl Vacca, *Director, West Coast Compliance Practice, Deloitte & Touche, Sacramento, CA*

406 Hot Issues in the Industry: Hot Issues in the Pharmacology Industry

John Bentivoglio, Esq., *Partner, Arnold & Porter, and Former Chief Privacy Officer, Department of Justice, Washington, DC*

Brent Saunders, JD, MBA, *Director, PricewaterhouseCoopers, and Past President, HCCA, Washington, DC*

407 Miscellaneous: The Role of the Medical Director in Compliance

Keith Halleland, *Lewis, Nilan, Sipkins & Johnson, Minneapolis, MN*

Dr. Jim Eland, *Consultant, Lewis, Nilan, Sipkins & Johnson, Minneapolis, MN*

NOON LUNCHEON AND PRESENTATIONS

12:30 p.m. Compliance Issues Raised by the Human Genome Project

Barbara P. Fuller, JD, RHIA, *Senior Policy Advisor, National Human Genome Research Institute, National Institutes of Health, Bethesda, MD*

1:00 p.m. Annual Compliance Officer Roundtable

Anthony Boswell, *Chief Compliance Officer, Laidlaw, Inc., Dallas, TX*

Susie Draper, *Compliance Administrator, Intermountain Health Care, Salt Lake City, UT*

Kristen Jenkins, *District Compliance Officer, JPS Network, Fort Worth, TX*

Alan Yuspeh, JD, MBA, *Senior Vice President, Ethics, Compliance and Corporate Responsibility, HCA*

Robert Freeman, *Assoc. General Counsel, Blue Cross Blue Shield of MA, Boston, MA*

Roy Snell, *CEO/Executive Director, Health Care Compliance Association, Plymouth, MN (Moderator)*

2:00 p.m. Qui Tam Panel

Robert Homchick, Esq. *Partner, Davis Wright Tremaine, Seattle, WA*

Mark Allen Kleiman, Esq., *Law Offices of Mark Allen Kleiman, Los Angeles, CA*

Steve Meagher, Esq. *Partner, Phillip & Cohen*

Dan Roach, *Vice President/Corporate Compliance Officer, Catholic Healthcare West, San Francisco, CA*

3:00 p.m. TRANSITION BREAK

# FOURTH ANNUAL NATIONAL CONGRESS ON

3:15 p.m. CONCURRENT SESSIONS 5

501 Compliance Effectiveness: How Buy-in Generates Effectiveness — Keep Your Wealth

Lori-Ann Rickard, Esq., *Law Offices of Lori-Ann Rickard, PC, Grosse Pointe Falls, MI*

502 Corporate Integrity Agreements/Qui Tam: Kansas City Case Study

Tanya Treadway, Esq. (*Invited*), *Asst. US Attorney, Department of Justice, Topeka, KS*

503 HIPAA Compliance: Compliance Strategies for Health Plans

Bruce Merlin Fried, Esq., *Partner, Shaw Pittman, and Former Director, Center for Health Plans and Providers, HCEA, Washington, DC*

Jeffrey Fusile, *National Director, Regulatory Compliance, PricewaterhouseCoopers, Atlanta, GA*

504 Other Regulations — STARK II Panel: The New Regulations  
Mark Fitzgerald, Esq., *Attorney at Law, Gardner Carton & Douglas, Washington, DC*

Hollis Fleischer, Esq., *Assistant US Attorney of Maryland, Health Care Fraud Coordinator, Baltimore, MD*

Tom Taylor, Esq., *Gardnerson Luther Medical Center*

505 Hot Issues in the Industry: Hot Issues in Physician Group Practice

Michael Scarano, Esq., *Partner and Co-Chair, Compliance Practice Group, Foley & Lardner, San Diego, CA*

Roco DeGrasse, Esq., *Foley & Lardner, Chicago, IL*

506 Miscellaneous: Panel on Internal Investigations  
Julia Melendez, *Marriott Senior Care, Washington, DC*

Nicholas C. Harbist, Esq., *Blank Rome Comiskey & McCauley, Philadelphia, PA*

Lee Dopkin, *University of Pennsylvania, Philadelphia, PA*

4:15 p.m. CONFERENCE ADJOURNS

## Continuing Education Credits



This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Medical Education Collaborative and Health Care Conference Administrators, LLC. Medical Education Collaborative (MEC), a nonprofit education organization, is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity.

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Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes certificate, which will be mailed within six weeks after the meeting.

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California BRN Provider Number: CEP-12990

Florida BN Provider Number: FBN-2773

**AHIMA** - This program is pending approval of 19 CE credits for use in fulfilling the Continuing Education requirements of the American Health Information Management Association (AHIMA).

**ACHE** - Medical Education Collaborative is authorized to award 19 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or re-certification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or re-certification in ACHE.

**ABA MCLE** - Required sponsor documentation has been forwarded to and credit requested from most MCLE states with general requirements for all lawyers. We have requested a total of 19 CLE hours from most MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of \$1.50 per credit hour directly to the PA CLE Board. Medical Education Collaborative pays applicable fees in other states where the sponsor is required to do so, and in states where a late fee may become applicable. Please be aware that each state has its own rules and regulations, including its definition of CLE; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact Medical Education Collaborative at (303) 278-1900, ext. 151, starting two to three weeks prior to the program date.

**NASBA** - Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Telephone: 615-880-4200.

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- PRECONFERENCE 1: Tech Tools  PRECONFERENCE 2: Compliance 202

## Concurrent Sessions

Check one for each time slot:

### Mon. 11:00 - 12:00

- 101  102  103  104  105  106  107

### 2:45 - 3:45

- 201  202  203  204  205  206  207

### 4:00 - 5:00

- 301  302  303  304  305  306  307

### Tues. 11:00 - 12:00

- 401  402  403  404  405  406  407

### 3:15 - 4:15

- 501  502  503  504  505  506